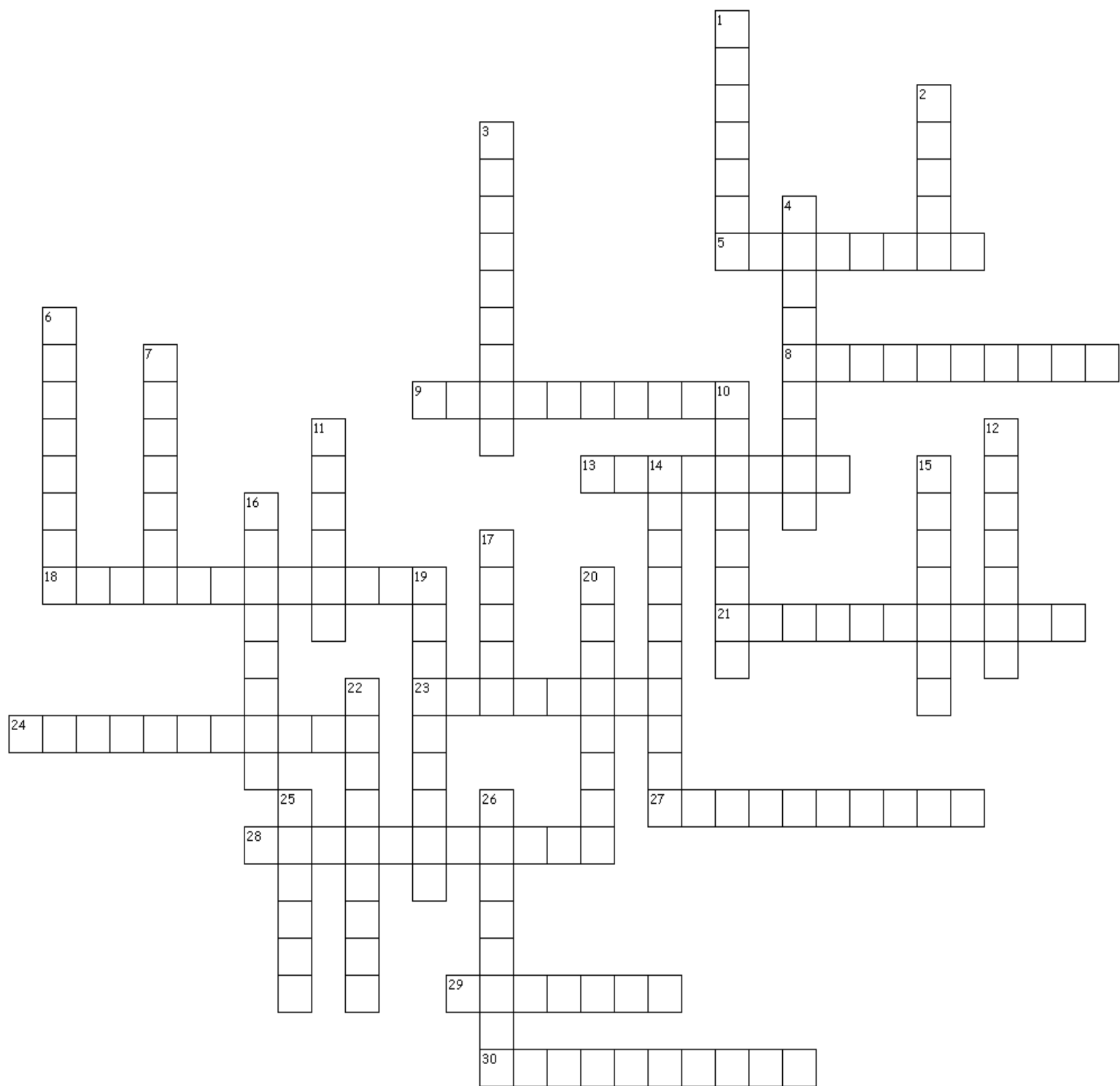


Standard 9 Crossword



Across

5. _____ billboards usually change every 30 days.
8. Packaging encompasses the physical _____ of the container and includes design, color, shape, labeling, and materials.
9. Packaging services marketers by providing _____, preservation, information, and promotion.
13. One of the primary disadvantages of outdoor advertising is that it is said to have _____ messages.
18. Giant electronic signs that incorporate movement, color, and flashy graphics are called _____.
21. The Highway Beautification Act of 1965 controls outdoor _____ on U.S. interstate highways.
23. An example of high _____ in hue and value used in outdoor advertising is purple on yellow.
24. Items that are imprinted with an advertiser's name and are given out free are referred to as _____ products.
27. _____ signs are large displays that provide text and graphic messages, like those in sports stadiums.
28. _____ are often the sole advertising medium for local businesses.
29. Standardized _____ advertising uses scientifically located structures to deliver an advertiser's message to markets around the world.
30. The cost of transit advertising depends on the length and _____ of showing and the size of space.

Down

1. 8-sheet _____ are primarily found in urban areas where they can reach foot as well as vehicle traffic.
2. _____ is used in outdoor advertising to attract attention and create moods for products and services.
3. Exhibitive media includes product packaging and _____ booths and exhibits.
4. Product _____ should be changed if environmental concerns or competitive pressures arise.
6. Specialty advertising employs imprinted, useful, or decorative _____ as part of an advertising campaign.
7. In order to build _____ for a trade show booth, businesses send out personal invitations, conduct direct mail campaigns, and perform telemarketing functions.
10. Transit advertising is attractive to _____ marketers because it reaches middle- to lower-income urban consumers.
11. _____ billboards are a cross between traditional billboards and transit advertising.
12. _____ advertising includes bus and taxicab advertising, as well as posters on transit shelters, terminals, and subways.
14. _____ media is specifically designed to bring customers into direct contact with products.
15. A 100 _____ is the basic unit of sale for billboards or posters.
16. _____ is everything in outdoor advertising.
17. It is recommended that no more than _____ words be used on an outdoor advertisement.
19. _____ advertising may include calendars, ballpoint pens, or key rings.
20. Special outside buys for transit advertising include bus-o-rama signs and _____.
22. Product _____ occurs when advertisers pay a fee to have a product written into a movie.
25. _____ advertising is advertising at movie theaters.
26. _____ are promotional products given to consumers by a company that are more valuable than specialty advertising products and usually bear no advertising message.

Standard 9 Crossword Key

Across

- 5. Standard
- 8. Appearance
- 9. Protection
- 13. Fleeting
- 18. Spectaculars
- 21. Advertising
- 23. Contrast
- 24. Promotional
- 27. Electronic
- 28. Directories
- 29. Outdoor
- 30. Saturation

Down

- 1. Posters
- 2. Color
- 3. Trade Show
- 4. Packaging
- 6. Products
- 7. Traffic
- 10. National
- 11. Mobile
- 12. Transit
- 14. Exhibitive
- 15. Showing
- 16. Location
- 17. Seven
- 19. Specialty
- 20. Total Bus
- 22. Placement
- 25. Cinema
- 26. Premiums